

Website Conversion Audit Checklist

A structured way to evaluate what is limiting your website’s performance. Use this checklist to identify gaps in clarity, relevance, trust, and friction. Score each section to understand where improvements are needed. **Score each item from 1 to 5. Total your score for this section**

Audit for www.

Clarity: <i>Most users decide within seconds whether your website is relevant.</i>	Score each item from 1 to 5					
Your value proposition is clear within seconds Users decide quickly. If it is not obvious, they leave	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
A new visitor understands what you offer Clarity reduces hesitation and builds immediate engagement.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
Messaging is specific, not generic Generic language weakens differentiation.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

TOTAL SCORE	
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Relevance: <i>Conversion drops when content does not match user intent.</i>	Score each item from 1 to 5					
Your pages match the intent of different traffic sources Mismatch leads to quick exits.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
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Users are guided toward the next logical step Clear direction increases progression.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
Content aligns with different stages of the journey Different users need different information.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

TOTAL SCORE	
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Trust: <i>Users don't act when there is uncertainty.</i>	Score each item from 1 to 5					
You show proof of results or experience Evidence reduces perceived risk.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
Testimonials or case studies are visible Social proof reinforces credibility.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
Your website feels consistent and professional Inconsistency signals unreliability.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

TOTAL SCORE	
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Friction: <i>Every extra step reduces the likelihood of action</i>	Score each item from 1 to 5					
It is easy to take action without confusion Ease directly impacts conversion.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
There are no unnecessary steps in your process Extra steps reduce completion rates.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		
Navigation is simple and intuitive Confusion leads to drop-off.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

TOTAL SCORE	
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Your Score

Add up your scores across all sections to get an overview of your website's performance.

- **0 to 20:** Your website is likely losing opportunities at multiple points in the user journey. The issue is structural, not traffic.
- **21 to 40:** Your website has potential, but key gaps are reducing performance. Small improvements here can lead to noticeable gains.
- **41 to 60:** Your foundation is strong. At this stage, optimisation is about refinement and consistency rather than major changes.

Section	Total
Clarity	
Relevance	
Trust	
Friction	

Next Steps

If your score highlights gaps, the issue is rarely traffic. It's how your website is handling user intent. This is where a structured UX and conversion optimisation approach becomes valuable.

Explore how this can be applied to your website. See my [UX Conversion Optimisation](#) offer.